GOVERNMENT OF ANDHRA PRADESH

A B S T R A C T

Development of the Amaravathi Heritage Center and Museum in Amaravathi Heritage Town - Setting up new International Standards – Accorded for administrative sanction for an amount of Rs.7.50 crores(Rupees Seven Crores and Fifty lakhs only) – Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (H&OL) DEPARTMENT

G.O.RT.No. 60 Dated: 14-02-2018

Read:-

From the Chief Executive Officer, AP Creativity and Culture Commission, A.p., Lr.No. A1/183/2018, dated.24.01.2018.

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ORDER:-

In the reference read above, the Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada has stated that the Board of Tourism, Culture and Heritage approve an across the Board project for the development of the Amaravarthi Heritage Center and Museum as a vibrant and dynamic **agency for culture in development**. It will work to **UNESCO** and **UNWTO soft law and hard law standards**, especially the 1972 World Heritage Convention: 2003 Intangible worked Heritage convention; 2005 Convention for Promoting Cultural Diversity of Contents and Expressions; and Memory of the World instrument. It is a project as the **first ever benchmarking** institution of its kind in India. It will be an impact agency with multiplier effect across the A.P.

2. The Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada has further stated that in developing to international standards, Amaravathi Heritage Center and Museum will be a national demonstration project for locating culture in sustainable development as envisaged in the UN Agenda 2030 and UN Sustainable Development Goals. The project will also seamlessly weave together with all the other state, national and international agencies with cooperation and coordination indicators.

3. The Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada has further suggested is as follows:-

A. The development of the Amaravathi Heritage Center and Museum is endorsed by the Board of Tourism, Culture and Heritage and that a Society be established to oversee the development, facilitating PPPs and entrepreneurial engagement.

B. A best possible project consulting and Delivery Company be sourced through a RFP.

C. Amaravathi Heritage Center and Museum development be used for up skilling and capacity building across the state.

4. The Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada has furnished the following breakup of budget provision:-

Phase I (2017-2018) For rehabilitation of the building and surrounding area with appropriate infrastructure to international standards and the delivery of interim exhibitions like Ma Vooru Ma Kodallu and Amaravathi Heritage Town Gallery providing an immersion for the Heritage Walk. INR. 4.00crores.

Phase II (2018-2019) For establishment of all the galleries and public programming facilities to international standards including a travelling exhibition facility to received sculptures on a loan basis from the Chennai, Indian and British Museums, INR .3.5 Cores.

P.T.O.

5. In the circumstances reported by the Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada in the reference read above, Government after examining the matter, hereby accord for sanction of an amount of Rs.7.50 crores (Rupees Seven Crores and Fifty lakhs only) from the A.P.Tourism Authority Budget under the Head of Account 3452-01-190-05-310-312 and year marked ₹.4.00 crores (Rupees four crores only) in the F.Y 2017-18 and year marked ₹.3.50 crores (Rupees Three crores and Fifty lakhs only) in the F.Y 2018-19 towards execution of aforesaid works.

6. The Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada is directed to entrust the above works to BITC(Bhavani Island Tourism Corporation) for executing.

7. The Chief Executive Officer, APTA, Vijayawada is directed to draw and release the funds and disburse to Bhavani Island Tourism Corporation as per rule in vogue and also orders issued by the Government from time to time.

8. The Chief Executive Officer, APTA, Vijayawada/ The CEO, Bhavani Island Tourism Corporation/ the Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
SECRETARY TO GOVERNMENT

To
The Chief Executive Officer, AP Creativity and Culture Commission, A.P., Vijayawada.
The Chief Executive Officer, APTA, Vijayawada.
The Chief Executive Officer, Bhavani Island Tourism Corporation, Vijayawada.
The Pay & Accounts Officer, Vijayawada.
Copy to:-
The Prl.Secretary to C.M.
The OSD to Minister (T&C).
The PS to Secretary to Government(T), YAT&C Deptt.
The Director of Treasuries & Accounts, A.P., Vijayawada.
The Accountant General, A.P., Hyderabad.
The Commissioner of Archaeology and Museums, A.P., Vijayawada.
Sf/Sc

//FORWARDED:: BY ORDER//

SECTION OFFICER